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NATIONAL PARTS RETURN PROGRAM
Volume I Summary Report

Contract No. DOT-HS-5-01166
September 1976
Final Report

PREPARED FOR:
U. S. DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration
Washington, D.C. 20590

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Technical Report Documentation Page

1. Report No.	2. Government Accession No.	3. Recipient's Catalog No.
DOT HS-802 025		

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4. Title and Subtitle	5. Report Date
National Parts Return Program. Volume I Summary Report.	September 1976
	6. Performing Organization Code
7. Author(s) B. Beddow, J. Peizer, G. Whiddon	8. Performing Organization Report No.
9. Performing Organization Name and Address Kappa Systems Incorporated 1501 Wilson Blvd. Arlington, Virginia 22209	10. Work Unit No. (TRAIS)
	11. Contract or Grant No. DOT HS-5-01166
12. Sponsoring Agency Name and Address Department of Transportation National Highway Traffic Safety Administration Office of Defects Investigation	13. Type of Report and Period Covered Final Report 1 July 1975 to 30 June 1976
	14. Sponsoring Agency Code

15. Supplementary Notes

16. Abstract

The National Parts Return Program involves the voluntary submittal by independent automative Repair shops of failed automotive components. The purpose of this program is to gather information on these components to assist the NHTSA to identify the existence of safety-related, manufacturing defects in design, materials, construction, on performance of motor vehicles and motor vehicle equipment. Under authority of the National Traffic and Motor Vehicle Safety Act of 1966, and amendments to the Act in 1974, the NHTSA can require manufacturers to conduct safety defect notification campaigns when it has been determined that a defect relating to motor vehicle safety exists. In addition, the information obtained from these parts is also valuable in preparing Federal Motor Vehicle Safety Standards.

17. Key Words	18. Distribution Statement
Parts Return Program Defects Investigation	Document is available to the public through the National Technical Information Service, Springfield, Va 22151

19. Security Classif. (of this report)	20. Security Classif. (of this page)	21. No. of Pages	22. Price
unclassified	unclassified	22	

Form DOT F 1700.7 (8-72) Reproduction of completed page authorized

METRIC CONVERSION FACTORS

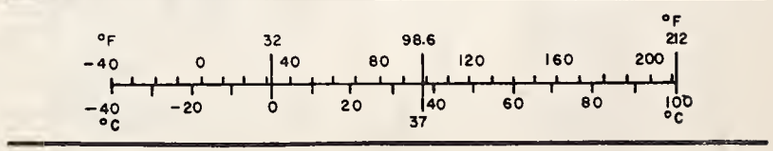
Approximate Conversions to Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
	LENGTH			
in	inches	*2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
	AREA			
in^2	square inches	6.5	square centimeters	cm^2
ft^2	square feet	0.09	square meters	m^2
yd^2	square yards	0.8	square meters	m^2
mi^2	square miles	2.6	square kilometers	km^2
	acres	0.4	hectares	ha
	MASS (weight)			
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
	VOLUME			
tsp	teaspoons	5	milliliters	ml
Tbsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cups	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.95	liters	l
gal	gallons	3.8	liters	l
ft^3	cubic feet	0.03	cubic meters	m^3
yd^3	cubic yards	0.76	cubic meters	m^3
	TEMPERATURE (exact)			
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

*1 in = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures. Price $2.25, SD Catalog No. C13.10:286.

Approximate Conversions from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
	LENGTH			
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
	AREA			
cm^2	square centimeters	0.16	square inches	in^2
m^2	square meters	1.2	square yards	yd^2
km^2	square kilometers	0.4	square miles	mi^2
ha	hectares (10,000 m^2)	2.5	acres	
	MASS (weight)			
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
	VOLUME			
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m^3	cubic meters	35	cubic feet	ft^3
m^3	cubic meters	1.3	cubic yards	yd^3
	TEMPERATURE (exact)			
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F



VOLUME I
SUMMARY REPORT

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VOLUME I

SUMMARY REPORT

INTRODUCTION

The Parts Return Program (PRP) was initiated in 1971 by the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation for the purposes of assisting the Administration to uncover and identify potential safety related defects in design, materials, construction, or performance of motor vehicles and motor vehicle equipment. General Environment Corporation assisted the NHTSA in the operation of the PRP until 1 July 1975 at which time Kappa Systems, Inc. (KSI) assumed the program maintenance and operational responsibility. This final report addresses only the period of time from 1 July 1975 to 30 June 1976; the period of contract performance by Kappa Systems, Inc.

The PRP operates on the principle of soliciting the voluntary support of independent automotive repair facilities across the country who, during the normal course of their everyday business activity, uncover and identify potential safety related failed automotive components. Each program participant (enrollee) is supplied with a pre-addressed and postage paid canvas mailbag in order to provide an efficient means to allow the failed component to be sent by the repair shop to the NHTSA, via the supporting contractor (KSI). We, KSI, physically place the failed parts in storage after transcribing relevant data onto "failed data sheets" and computer input record data formats. Both automated and manually prepared monthly reports are submitted to the NHTSA which detail and summarize the parts received during the reporting period. Failed parts of interest to the NHTSA are sent to that agency for inspection and analysis. Upon termination of the supporting contract period, the NHTSA decides which failed parts received over this period are to be retained. This decision is based upon which failed parts received support active investigations being carried out by the Office of Defects Investigation (ODI). All other failed parts received are disposed of as scrap.

During the course of our contract support period we established definitions of program evaluation factors which we felt had a bearing on determining program performance. The most important of these program evaluation factors included numeric

values for "program enrollees", "active program participants", "inactive program participants" and "the level of activity". A definition for each of these evaluation factors is provided in the following paragraphs.

Program enrollees: This term establishes the PRP total membership. The sum of both active and inactive program participants equals the total program enrollees. On 1 July 1975, when KSI assumed responsibility for the PRP, we determined that there were 1858 independent automotive repair shops enrolled as PRP members. As of 30 June 1976 there were 2077* PRP enrollees.

Active Program Participants: This term describes a shop who has actively made a contribution to the PRP. The contribution can be in the form of submitting a failed part or providing information, i.e., written description, photographs, etc. on a failed part if that part is not available to be sent to KSI. For purposes of this contract we define any shop who contributed to the PRP during the period 1 July 1974 through 30 June 1976 as an active PRP participant. On 1 July 1975 we determined there were 191 active PRP participants. As of 30 June 1976 there were 335 active PRP participants.

Inactive Program Participants: This term describes a shop who has not contributed to the PRP during the period 1 July 1974 through 30 June 1976. On 1 July 1975 there were 1667 inactive PRP participants. As of 30 June 1976 there are 1742 inactive PRP participants. One operating procedure of the PRP is to drop inactive participants after a certain period of their inactivity. A firm decision as to what this period of time should be has not been made during the course of this contract. We have implemented methods whereby disinterested or out of business shops are identified and deleted from the program. These methods are described in detail later in this report.

Level of Activity: This term establishes the activity level in percentage points of active PRP participants to the total program enrollment. The level of activity is a measure of program success or failure. We use this figure (total active participants ÷ total enrollees = level of activity) to monitor both regional and overall program performance. As of 1 July 1975 the level of activity was 10.3% (191÷1858 = 10.3). On 30 June 1976 the level of activity was 16.12% (335÷2077 = 16.12). Certain combinations

*Over 200 shops were deleted from the program.

of program operational procedures have a great impact on this figure. For example, recent enrollment campaigns (enlisting new program enrollees) have an adverse affect on this figure because of the influx of a large number of inactive shops. On the other hand, our follow-up campaigns and motivational techniques (a combination of deleting shops and increasing our active participants) helps to increase the level of activity figure. Our self imposed goal at the beginning of this contract was to reach 20%, or doubling the figure we inherited. At the end of March 1976 we achieved our highest level of activity at 18.7%.

It is important to mention one other aspect of PRP operational performance, and that is how we determine program priorities and goals. There are several fundamental approaches to successful PRP operations. First, there is a measure of program success by what we call "part count". Stated simply, this is the number of parts received during the contract period monitored on a monthly basis. When we first assumed responsibility for PRP operations and after having determined an actual level of activity far below our expectations, we projected our total part count for the year between 650 and 700 parts. In reality, we obtained 942 failed parts. Therefore, we can conclude that based on "part count" the program year was very successful. Secondly, there is a measure of program success by determining the qualitative input the 942 failed parts provided the Office of Defects Investigation. As of 30 April 1976, 142 failed parts have been considered by the ODI to be significant inputs to current engineering analysis proceedings and open investigations. This figure represents approximately 17% of the parts received (approximately 820 failed parts had been received on 30 April 1976). Again, considering the program mission and the solicitation of voluntary support, we consider this figure an indication of program success. Finally, we can measure program success by comparing it to performance of the PRP in previous years. In the previous year 46 new active participants were obtained for the PRP. During the current year, 144 were obtained; an increase of over three times. In the previous year we identified 191 individual shops who contributed 801 records of the PRP. During the current year there were 232 individual shops who contributed 942 records to the PRP. An increase of 21.47% in contributing shops and 16% in the number of records received.

In summary, based upon the criteria for measuring program success above, we can say that the operation of the PRP for the period 1 July 1975 through 30 June 1976 was a success.

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SECTION 1

PARTS RETURN PROGRAM SCOPE

1.0 General

Kappa Systems, Inc. is responsible for continuing the operation of the Parts Return Program for the National Highway Traffic Safety Administration for the period 1 July 1975 to 30 June 1976. The PRP had been in operation for a period of over three years at the time KSI assumed this operation responsibility.

1.1 Specific Requirements

1.1.1 Overall Program Objectives

KSI is to strive to obtain at least three failed automotive components from each of five hundred different independent repair shops during this year of contract performance. Prior experience indicates that to achieve this objective it will be necessary to enlist the participation of four to five times this number of repair shops. This is the current program requirement for participation. Therefore, KSI will maintain the cooperation of those shops currently participating, and will enlist the participation of new shops as necessary.

1.1.2 New Shop Enlistment Criteria and Procedures

When enlisting the participation of new shops, KSI will be responsible for the following:

- A shop must be independently owned and not controlled by any motor vehicle or motor vehicle equipment manufacturers.
- A shop must be engaged primarily in the repair and service of automobiles and/or light trucks.
- One out of every four shops enlisted must have a vehicle towing service.
- Ten percent of all new shops enlisted should be engaged primarily in the repair and service of imported vehicles.
- A shop must have as a minimum two service bays.
- The locations of participating shops must be evenly distributed throught the continental United States.

- A shop's participation in the program is strictly voluntary and without remuneration. Thus, incentive for participation must be provided to a prospective shop by selling the safety aspects of the program.
- The primary method of enlisting new shops will be via telephone solicitation. Past experience has shown that this is the most efficient method.
- It is recommended that KSI utilize a questionnaire when determining the above requirements. The questionnaire can be completed over the telephone, after it has been determined that a shop is interested in participating. The questionnaire must also include other pertinent information such as name of shop owner, shop's name and address, etc.
- KSI will provide each new shop with instructions in the following areas:
  (1) Completion of the failed part tags (attached to the failed part) and the importance of the information which they provide to NHTSA investigative effort (e.g., the NHTSA cannot follow-up with a vehicle owner if his name and address are not provided). However, it must be kept in mind that a shop's effort is voluntary. Therefore, KSI will not routinely follow-up with shops who do not provide complete information.
  (2) The types of components/failures in which the program is interested, typical examples are given in Attachment 1. A poster is a useful tool in this regard and has been used in the past.
- KSI will provide each new shop with two framed certificates, which illustrate the shop's participation in the PRP. However, those certificates shall not be provided to a newly enlisted shop until that shop submits its first failed component, thus demonstrating an intent to actively participate. A certificate

shall indicate that it is for a certain period of time, e.g., 1975-76, or 1976-77 as appropriate. Additionally, KSI shall keep each shop, which submits components to the PRP, supplied with two current certificates. For example, once an older shop submits its first component for the 1975-76 contract period (1 July 1975 - 30 June 1976), KSI will provide that shop with two current certificates of participation.

1.1.3 Discontinuance of Inactive Shops

KSI will discontinue contact with those shops which cannot be motivated to become active participants. Past experience has shown that in some cases a year is required before some shops become active participants.

1.1.4 Shop Motivation and Education

KSI will solicit defective automotive components from the participating shops. These will include only those components whose design, construction, or performance could present an unreasonable risk to motor vehicle safety. For the purpose of this program the NHTSA is not interested in obtaining components which have failed as a result of an accident. Thus, KSI must constantly strive to educate the shops in the types of components/failures which are desired.

1.1.5 Materials and Supplies

KSI will keep each participating shop (PRP enrollee) supplied with the following items:

- Three self addressed canvas mailbags for use in returning components to KSI via the U. S. Postal Service. An exception to this will be a new shop. A newly enlisted shop will be provided with only one mailbag until it becomes an active participant by making its first submittal of components.

  These are the procedures which are currently being employed in the Parts Return Program to keep shops sufficiently supplied with mailbags.

  Each existing mailbag also is printed with a frank label, so that postage and fees are paid by the NHTSA when components are returned from a shop to KSI.

However, all other postage fees are to be incurred by KSI (e.g., replenishing shops with empty mailbags). KSI will also be responsible for supplying new bags and their labeling, as existing bags wear out or as new shops are enlisted. KSI will also be responsible for laundering each mailbag when it becomes soiled during usage.

KSI must assure that components which are returned from a given shop can be identified with that shop. This is currently being accomplished via the failed part tag and the mailbag. The unique shop identification number is written on each failed part tag provided to a shop. Mailbags are assigned unique numbers and this number is recorded on the shop record when the mailbags are sent. This system allows for a second method of identifying contributing shops in the event the tag is destroyed or missing. It is also possible to determine how many mailbags have been distributed to a state or region as well as how many mailbags have been provided to each shop. When parts are returned the number of the mailbag is deleted from the shop record.

- Five component identification tags for use in identifying the returned components. The tags will be completed and secured to the components by the participating shops. Each tag will have a transparent, protective jacket to prevent it from becoming soiled during usage. Also, each tag will provide for the following information:
  (1) Component description
  (2) Failure description
  (3) Component removed by (initials)
  (4) Date component removed
  (5) Vehicle model and model year
  (6) Vehicle mileage
  (7) Component mileage (if different)

(8) Vehicle owner's name and address

(9) Whether component is OEM or replacement

(10) Unique shop identification number

1.1.6 Shop Receipts

KSI will acknowledge the receipt of each part to the contributing shop.

1.1.7 KSI will prepare and issue a newsletter to all participating shops at intervals of four to five weeks. The newsletter should contain at least five different articles. The newsletter must be designed to stimulate shop participation and should include articles and photographs of significant parts received. All newsletters will require prior NHTSA approval. The NHTSA will have the option to prepare special newsletter articles, which may place emphasis on a specific NHTSA investigation. In addition, KSI will forward 15 copies of each newsletter issue to the NHTSA.

1.1.8 Data Preparation

As components are received from the participating shops, KSI will complete an analysis code sheet and a data sheet for each component and/or information received:

- Analysis Code Sheet

  Code sheets will be completed in accordance with the instructions contained in the ODI/DIS System Description Manual, dated 10 October 1975.

  If two or more identical components are received from the same vehicle (e.g., two flexible brake hoses), each will be assigned the same component tag number (PRP number). However, information pertaining to each such additional component will be entered onto a corresponding analysis code, continuation sheet.

- Component Data Sheet

  The Component Data Sheet will reflect all of the information which the shop provides on the component identification tag or otherwise. It will also include:

  - Unique Component Identification Tag Number (PRP Number)

- Any component identification markings
- Shop code number, city and state
- Any additional comments deemed pertinent by KSI
- Component classification and code number

KSI will submit the originals of these analysis code sheets and data sheets to the NHTSA on a monthly basis. These sheets, which reflect the parts received for a given month, shall be submitted to the NHTSA no more than 10 working days after the end of that month. The analysis code sheets will enable the NHTSA to store the parts data in a computer retrieval system. Along with this monthly submittal, KSI will include:

- A table which summarizes the information in these sheets. The table will list the component classification of the part and failure description, corresponding vehicle make, model, model year, mileage and PRP number.
- A copy of each component data sheet grouped or indexed according to component classification code number.

KSI will provide the NHTSA with 12 of these monthly submittals which represent all parts received during the 12 months of contract performance.

1.1.9 KSI will retain all parts received from the participating shops until otherwise notified by the NHTSA. KSI will also be responsible for storing parts that have been retained (500 estimate) when this contract commences. All parts will be stored inside where they are not exposed to the weather, and in a such a manner that storage will not change the condition they were in when received by the contractor. A heated facility is not necessary. However, the facility should be located at the contractor's place of business so that the contractor can readily supply the NHTSA with any needed information about specific parts upon request.

Parts of special interest will be forwarded to the NHTSA upon request. It is estimated that it would be necessary to forward no more than 35 such parts to the NHTSA during each year of contract performance. These parts will be shipped to the NHTSA in a manner that will preclude any shipping damage.

1.1.10 Failed Part Disposal

Prior to termination of the contract, KSI will arrange

for the disposal of those components received under this contract. Components that relate to NHTSA, ODI investigative activity or are needed in support of other NHTSA activity, must be retained. Remaining components are to be discarded and/or sold as scrap. The NHTSA Contract Technical Manager will provide instructions in selecting components to be retained. Disposal arrangements must also be coordinated with the NHTSA, Office of Contracts and Procurement.

1.1.11 Administrator's Award

KSI will coordinate with the NHTSA in awarding "Certificates of Appreciation" to a number of participating shops on an annual basis. The certificates will be prepared by the NHTSA. KSI will be responsible for the framing and forwarding of each certificate to the deserving shop. Other assistance in establishing the criterion for awards will be required. It is estimated that no more than 25 shops will be involved each year.

1.2 Special Program

Within the Parts Return Program, KSI will coordinate an effort with the NHTSA to obtain more detailed information on certain components from a select group of shops. There will be no more than 25 shops involved. The components or items of interest will be 5-10 special subjects on which the NHTSA has current defect investigations. The additional information requested from these shops will involve a questionnaire. The shop will complete the questionnaire by interviewing the vehicle owner at the time the vehicle is in the shop. Compensation to each shop in the amount of $5 for each questionnaire completed by the shop will be provided. Shops will return the questionnaires by mail. However, in special cases shops may be requested to telephone at the time an item of interest is encountered so that KSI can immediately contact the NHTSA. KSI will be responsible for providing necessary materials to these shops (e.g., questionnaires, etc.). KSI will also be responsible for advising the shops of any changes in the list of 5-10 special subjects. Originals of these questionnaires will be included as part of the monthly submittal of analysis code and data sheets.

1.3 Contract Reports

1.3.1

On or before the contract completion date KSI shall deliver one (1) reproducible and five (5) reproduced copies of the final report, which shall be prepared

in two (2) volumes, one volume will be the Summary Report and shall be not greater than twenty-five (25) pages in length. The second volume will be the Technical Report and will not be limited in length. The final report shall be delivered to:

Department of Transportation
National Highway Traffic Safety Administration
Office of Administrative Services (N48-50)
400 Seventh Street, S.W.
Washington, D.C. 20590

The report will include but not be limited to:

A summary of the operational procedures used throughout the year in the Program.

A summary of total parts received.

The number of parts received from each group.

This report will reflect the information on parts received during the entire year (12 full months) of contract performance.

1.3.2 For the purpose of this contract, the word "reproducible" means either camera copy prepared for offset printing from which printing negatives and plates can be made, or a set of printing negatives. Camera copy may be any of the following prepared in page format: original type, reproduction proof from type or engraving, charts or drawings prepared for reproduction, photographic prints or good halftone reproductions or reproduction quality press proofs.

1.3.3 Reports shall be prepared in accordance with DOT Order 1700.18A, "Publication and Distribution of Department of Transportation Scientific and Technical Reports" date December 8, 1972, which includes DOT document, DOT-TST-72-1, "Format and Distribution Requirements for DOT Scientific and Technical Reports", incorporated herein by reference. All reference therein to submittal of draft copies for review and approval is hereby deleted. Reports not meeting the requirements shall be returned to the Contractor for correction before acceptance at no increase in the contract amount.

1.3.4 KSI shall place the following NHTSA disclaimer inside the front cover.

"Prepared for the Department of Transportation, National Highway Traffic Safety Administration under Contract No. DOT HS-5-01166. The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the National Highway Traffic Safety Administration."

1.4 Briefings

1.4.1 Within 21 days after the contract award date, key KSI personnel will meet with the Contract Technical Manager in Washington, D.C. to discuss the contract award and general contract requirements. Delay in establishing a meeting date should not delay the initiation of the research effort.

1.4.2 There shall be an initial, midterm and final briefing in Washington, D.C. The dates shall be determined between the CTM and KSI. At the final briefing, KSI will supply twenty copies of a brochure which will contain copies of all slides or viewgraphs used in the briefings plus a short description of the slide or viewgraph on the facing page.

SECTION 2

CONCLUSIONS AND RECOMMENDATIONS

2.1 Major Conclusions

2.1.1 PRP News

The PRP Newsletter, in its present format and layout, accounted for the large increase in new active shops in this contract period. The principle articles which contributed to this increase were a) current outstanding shops, b) items of interest, and c) feature articles on NHTSA's role in defects investigations including news about investigations and recall campaigns.

The technique of rapidly distributing a current newsletter, i.e., July's issue in early August, etc. assisted the PRP in motivating shops to contribute failed parts.

The technique of providing a "Case of the Month" article as an insert to the newsletter and printed on colored paper stock usually resulted in an increase in similar failed parts being submitted to the PRP.

2.1.2 New Enrollment Campaigns and Maintaining the Level of Activity

Approximately 80% of the repair facilities contacted by telephone will agree to participate or enroll in the PRP. Utilizing the enrollment procedures and shop acceptance criteria established for this program, less than 15% of those enrolled will become active participants.

If the program objectives were to reach 500 active participants, then the program would need roughly 3350 enrollees. However, as the program's objective is to maintain approximately 2000 enrollees, the level of activity will have to be increased to 25%.

2.1.3 Shop Follow-up Contacts

In order to obtain good results in motivating new enrollees to become active participants it is necessary to conduct follow-up contacts. These contacts can be either written or telephonic. As indicated in Volume II of this report, our analysis indicates an improvement of from 21 months to 3.3 months average time may be realized for a new enrollee to become active utilizing the follow-up techniques.

2.1.4 Educational Techniques

There are two types of educational approaches. First, the shop has to be instructed on how to properly complete the required data collection documents and second, the shop has to be instructed in what is a safety-related defect. Likewise, certain judgement decisions based on our guidance are required by the shops. For example, we state that we do not want components that failed as a result of an accident, yet we certainly want seat belts that have failed as a result of an accident. To clarify these questions we have opened a communication network with the shops. Participants are encouraged to call the program office in Arlington, Virginia if they have questions on the safety-related aspects of a component or procedures for returning failed parts. The frequency of telephone communications with the shops is increasing.

2.1.5 Shop Payoff

Current shop payoff or the benefit derived from submitting a failed part has to be described in terms of each individual shop's reaction to supporting a public safety project. It is extremely important to get this message across to an enrolled shop.

2.1.6 Other PRP Contributors

There are other contributors to the PRP besides independent automotive repair shops. These other contributors include automobile associations, technical and trade schools, research organizations, and the individual owner.

During the period of this contract we have received failed parts and valuable information from the American Automobile Association of California, several technical and trade schools and from private owners. There are probably other sources of failed parts which have not been investigated.

2.2 Recommendations

2.2.1 PRP News

The present format and layout of the newsletter should be maintained. Likewise, the distribution frequency and schedule should also be maintained.

2.2.2 New Enrollment Campaigns

The current shop enrollment figure is roughly 2077. There is little benefit to be gained by increasing this figure. The total program enrollment should remain at this level with a concentration on increasing the level of activity within

this enrollment. Future enrollment campaigns should be conducted only in areas where current enrollment is low and for purposes of replacing deleted shops.

A new set of shop enrollment qualification criteria should be established with emphasis on a more stringent screening process at the time of completing the questionnaire. The shop should be notified during the initial contact that they are expected to contribute actively to the program either by sending in a failed part or submitting information which can be used in the program. They should be told that they will be kept on the mailing list for only 90 days and if, after that time the PRP does not hear from them they will be dropped and another shop will be asked to take their place.

2.2.3 Shop Follow-up Contacts

Dependent upon the decisions arrived at as a result of paragraph 2.2.2 above, continuous follow-up campaigns may or may not be necessary for new enrollees. However, every effort should be made to contact the current list of inactive shops in order to encourage them to become active participants.

2.2.4 Shop Discontinuance

The cost of maintaining an inactive shop on the mailing list is small when compared to new enrollment campaigns and the cost of implementing motivational techniques. However, at present, there are a large number of shops that have been enrolled for as long as three years and that have never contributed to the program. These shops should be contacted and if no response is received within 30 days they should be dropped from the program.

In addition, those shops which contributed failed parts or information during the contract year 1974-1975 but not 1975-1976 should be removed from the active records and placed on the inactive list.

Inactive shops should be given at least 90 days to actively participate in the program. After this period of time, the likelihood that they will participate on their own without having been further motivated is very remote. A follow-up contact should definitely be conducted at this time and if no response is received within 30 days the shop should be dropped from the program.

2.2.5 Techniques to Motivate and Educate Shops

At present, there are four tools employed to provide the required

motivation and education at the shop level. The first is the PRP Newsletter. This document is the most effective and flexible tool available to the support contractor. As stated in paragraph 2.2.1 above, the format, layout, distribution frequency, and schedule should be maintained. The second tool employed is the Defects Investigatory Cases Report which provides enrollees with a guide as to what parts are desired for the program. Frequency of distribution for this document should be increased. The third tool, telephone communications with shop participants, allows us to encourage and instruct shops with excellent results, although this method is costly by comparison. Telephone communication is often necessary to obtain accurate information, and should be maintained at current levels. The fourth and last tool employed includes all of the different kinds of written communications we engage in with the shops. For example, letters of introduction sent to new shops, and letters acknowledging the receipt of parts contain specific instructions for submitting failed parts and provide continuous educational instructions.

2.2.6 Quality of Parts Received

More emphasis should be placed on obtaining failed parts which specifically support the ODI's engineering analysis or investigative activities.

One approach to achieving this objective would be to select highly motivated shops which, after having been given detailed instructions, would obtain specific input for the PRP. Current records show that 17% of the failed parts received support NHTSA activities in the investigation area. This level of support can and should be increased.

2.2.7 Rewards to Shops for Active Participation

Certificates of Participation and the Administrator's Award for Outstanding Participation are the only physical rewards available to active shops. However, emphasis on the support to a 'Public Safety Project' by participating in a highway safety program should continue.

Selection criteria for the Administrator's Award should be revised to reflect the quality and value of the contribution rather than the quantity of parts submitted.

2.2.8 Other PRP Contributors

The PRP should investigate utilizing all possible contributors to the PRP and not be limited to only independent automotive shops.

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